

RECREATION & SPORT

The Economic Significance of
Recreation in British Columbia



Recreation
and Sport

Canadian Cataloguing in Publication Data

Main entry under title:

The Economic significance of recreation in British
Columbia

Chiefly tables.

ISBN 0-7726-0251-4

1. Recreation - Economic aspects - British
Columbia - Statistics. I. British Columbia.
Recreation and Sport Branch. II. British Columbia.
Ministry of Industry and Small Business Development.

GV56.B7E35 1985 338.4'779'009711 C85-092071-X

THE ECONOMIC SIGNIFICANCE OF RECREATION
IN BRITISH COLUMBIA
A STATISTICAL COMPENDIUM



THE ECONOMIC SIGNIFICANCE OF RECREATION
IN BRITISH COLUMBIA - A STATISTICAL COMPENDIUM

Recreation and Sport Branch of the
Ministry of Provincial Secretary and
Government Services
and
The Ministry of Industry and Small Business Development

MARCH 1985



KEY DATA:

Direct recreation expenditures in British Columbia amounted to approximately \$5 billion.

Direct expenditures by families and individuals accounted for 78.9 percent of this total, or \$3,992,656,380.

When an expenditure multiplier of 1.67 is applied an additional \$3,391,761,500 of expenditures is generated. Thus, the total economic impact of recreation in British Columbia in 1982, as measured by expenditures, is estimated at \$8,454,092,117.

Direct recreation employment in British Columbia in 1982 is estimated to be approximately 59,525 man years. 90.6 percent of this was in the commercial sector.

When an employment multiplier of 1.55 is applied to this figure an additional 32,739 man years of employment is generated, giving a total of 92,264 man years of employment that can be attributed to the recreation industry.

The estimated number of volunteer hours attributed to recreation in British Columbia is 19,449,456 per year. In financial terms this activity could be worth anywhere from \$70 million to \$239 million. These figures are not included in the above but when looking at the overall significance of recreation in British Columbia, they should not be ignored.

Table 2.1

Family Expenditures in British Columbia, 1978 and 1982

CATEGORY OF SPENDING	AVERAGE FAMILY EXPENDITURE (1)&(2)			
	1978		1982	
	\$	%	\$	%
Food	3,116.3	15.8	4,055.9	7.0
Shelter	3,256.1	16.5	5,406.6	19.0
Household Operation	781.9	4.0	1,202.2	4.2
Household Furnishings & Equipment	926.7	4.7	1,066.4	3.8
Clothing	1,089.4	5.5	1,487.3	5.2
Personal Care	272.6	1.4	456.2	1.6
Medical & Health Care	359.9	1.8	562.8	2.0
Transportation	2,543.9	12.9	3,411.5	12.0
Tobacco & Alcoholic Beverages	557.1	2.8	828.8	2.9
Recreation	1,258.8	6.4	1,775.7	6.3
Reading	100.5	.5	154.9	.5
Education	124.7	.6	192.7	.7
Miscellaneous Expenses	473.2	2.4	888.9	3.1
Sub-Total	\$ 14,861.2	75.4	\$ 21,489.9	75.7
Personal Taxes	3,578.7	18.2	4,917.9	17.3
Security	946.2	3.8	1,070.6	3.8
Gifts & Contributions	489.9	2.6	908.0	3.2
TOTAL EXPENDITURES	\$ 19,700.4	100.0	\$ 28,386.4	100.0

Notes: (1) "Family" includes all families and unattached individuals.

(2) Average is based on a sample of 868 B.C. "families" for 1978.

Average is based on a sample of 1,360 B.C. "families" for 1982.

Source: Derived from Statistics Canada, 62 - 551, Vol. 3 (1978 figures).

Derived from Statistics Canada, Microfiche, Table 03A91, Canada 1982 (1982 figures).

2.1 Comments

- The average British Columbia family spent a total of \$28,386.40 in 1982 as compared to \$19,700.40 in 1978. This represents an increase of 30.15%.
- The largest single category of expenditure was for personal taxes which amounted to \$4,917.90 in 1982 (17.3% of total expenditures) and \$3,578.70 in 1978 (18.2% of total expenditures).
- The amount spent on food increased from \$3,116.30 in 1978 to \$4,055.90 in 1982 but the percentage of total expenditures spent on food dropped from 15.8% in 1978 to 7.0% in 1982.
- Recreation spending increased from \$1,258.80 in 1978 to \$1,775.70 in 1982 while the percentage spent on recreation remained almost the same (6.4% vs 6.3%). The actual increase in recreation spending amounts to a 41.1% increase from 1978 to 1982. Other areas of expenditure are being reduced to maintain levels on recreation spending. People don't give up their recreations easily.

Source: Canada, Catalogue 62-551, Volume 3.

The 1982 figures were derived from Statistics Canada, microfiche, Table 03A91, Canada 1982.

Table 2.2

Average Family Recreation Expenditure in British Columbia

1978 and 1982

(Table 32 - Detailed Average Expenditure by Regional Provinces in Canada, 1978)

SUB-CATEGORIES	CATEGORY OF SPENDING	AVERAGE FAMILY EXPENDITURE (1)&(2)			
		1978		1982	
		\$	%	\$	%
5-11	Food - Eating out; Restaurants etc	559.0	20.6	889.7	23.0
12	Food purchases & prepared on trips	26.3	1.0	40.8	1.1
112-114	Accommodation while on vacation	106.7	3.9	168.1	4.3
115-119	Vacation Homes	28.1	1.0	40.2	1.0
	Recreation-related transportation	636.0	23.4	852.9	22.0
190-193	Garden Supplies	39.0	1.4	104.3	2.7
385-389	Active Sportswear	58.1	2.1	55.3	1.4
850	Admission - Movies	29.8	1.1	41.2	1.1
851	Admission - Plays, Concerts etc.	13.5	.5	26.0	.7
852-855	Admission - Spectator Sports	14.2	.5	20.6	.5
856	Admission - Misc. (museums, etc.)	16.8	.6	14.3	.4
857-859	Recreational Fees, Licenses & dues	76.6	2.8	129.7	3.3
860-876	Home Recreation Equipment	180.2	6.6	356.2	9.2
880-904	Outdoor Recreation Equipment	521.6	19.2	656.0	16.9
905-918	Home Entertainment Equipment	246.1	9.0	253.8	6.5
930-936	Reading	100.5	3.7	154.9	4.0
964	Lottery and Raffle Tickets	67.1	2.5	71.2	1.8
	TOTAL RECREATION SPENDING	\$ 2,719.6	100.0	\$ 3,875.2	100.0

Notes: (1) "Family" includes all families and unattached individuals.

(2) Average is based on a sample of 868 B.C. "families" for 1978 and 1,360 B.C. "families" for 1982.

(3) Based on assumption that 25% of total transportation expense is for recreational purposes.

Source: Derived from Statistics Canada, 62 - 551, Vol. 3 (1978 figures); Microfiche, Table 03A91, (1982 figures).

2.2 Comments

- Table 2.2 is drawn from the components of the major categories in Table 2.1 to take into account the fact that a lot of spending that takes place in other categories is actually for recreation purposes.
- This gives a total for recreation spending of \$3,875.2 in 1982, a 42.5 percent increase since 1978 when the total was \$2,719.6.
- In 1978 the largest single component was recreation-related transportation at 23.4 percent of total recreation spending. In 1982 this category dropped to 22 percent and was replaced at the top by Food - Eating Out, which accounted for 23 percent of all money spent for recreation purposes.

Source: The 1978 figures in Table 2.2 were derived from Statistics Canada, Catalogue 62-551, Volume 3. The 1982 figures were derived from Statistics Canada, Microfiche, Table 03A91. These were analysis of total family expenditures in British Columbia.

The 1978 average is based on a sample of 868 British Columbia "families" while the 1982 average is based on a sample of 1,360 British Columbia "families".

Table 2.3

B.C. Families Reporting Various Categories of Recreation

1978 and 1982

(Table 32 - Detailed Average Expenditure by Regional Provinces in Canada, 1978)

SUB-CATEGORIES	CATEGORY OF SPENDING	AVERAGE FAMILY EXPENDITURE (1)&(2)			
		1978		1982	
		\$	%	\$	%
5-11	Food - Eating out; Restaurants etc	559.0	20.6	889.7	23.0
12	Food purchases & prepared on trips	26.3	1.0	40.8	1.1
112-114	Accommodation while on vacation	106.7	3.9	168.1	4.3
115-119	Vacation Homes	28.1	1.0	40.2	1.0
	Recreation-related transportation	636.0	23.4	852.9	22.0
190-193	Garden Supplies	39.0	1.4	104.3	2.7
385-389	Active Sportswear	58.1	2.1	55.3	1.4
850	Admission - Movies	29.8	1.1	41.2	1.1
851	Admission - Plays, Concerts etc.	13.5	.5	26.0	.7
852-855	Admission - Spectator Sports	14.2	.5	20.6	.5
856	Admission - Misc. (museums, etc.)	16.8	.6	14.3	.4
857-859	Recreational Fees, Licenses & dues	76.6	2.8	129.7	3.3
860-876	Home Recreation Equipment	180.2	6.6	356.2	9.2
880-904	Outdoor Recreation Equipment	521.6	19.2	656.0	16.9
905-918	Home Entertainment Equipment	246.1	9.0	253.8	6.5
930-936	Reading	100.5	3.7	154.9	4.0
964	Lottery and Raffle Tickets	67.1	2.5	71.2	1.8
	TOTAL RECREATION SPENDING	\$ 2,719.6	100.0	\$ 3,875.2	100.0

Notes: (1) "Family" includes all families and unattached individuals.

(2) Average is based on a sample of 868 B.C. "families" for 1978 and 1,360 B.C. "families" for 1982.

(3) Based on assumption that 25% of total transportation expense is for recreational purposes.

Source: Derived from Statistics Canada, 62 - 551, Vol. 3 (1978 figures); Microfiche, Table 03A91, (1982 figures).

2.3 Comments

- Table 2.3 shows the actual percentages of families in the survey that reported some expenditure in each category.
- The higher the percentage of families reporting an expenditure in a given category the more likely it is that this category plays a significant role for families generally within the province.
- With the exception of "Vacation Homes", which was reported by 3.9 percent in 1978 and 3.5 percent in 1982, all the other categories were reported by at least 50 percent of families.

Source: The figures in Table 2.3 were derived from Statistics Canada, Catalogue 62-551, Volume 3 and Statistics Canada, Microfiche, Table 03A91. These were analysis of total family expenditures in British Columbia in 1978 and 1982.

The average for 1978 is based on a sample of 868 British Columbia "families", while the average for 1982 is based on a sample of 1,360 British Columbia "families".

Table 2.4

Estimated Value of Recreational Expenditures by British Columbia

Families, 1978 and 1982

(Table 32 - Detailed Average Expenditure by Regional Provinces in Canada, 1978)

SUB-CATEGORIES	CATEGORY OF SPENDING	AVERAGE FAMILY EXPENDITURE		ESTIMATED TOTAL B.C. EXPENDITURE		DIFFERENCE	PERCENTAGE DIFFERENCE
		1978	1982	1978	1982	1978 - 1982	1978 - 1982
5-11	Food - Eating out; Restaurants etc.	559.0	889.7	500,656,050	916,666,800	416,010,750	+ 83.1%
12	Food purchases & prepared on trips	26.3	40.8	23,555,016	42,036,648	18,481,632	+ 78.5%
112-114	Accommodation while on vacation	106.7	168.1	95,563,507	173,195,110	77,631,610	+ 81.2%
115-119	Vacation Homes	28.1	40.2	25,167,146	41,418,462	16,251,316	+ 64.6%
	Recreation-related transportation	636.0	852.9	569,619,400	878,751,390	309,131,990	+ 54.3%
190-193	Garden Supplies	39.0	104.3	34,929,492	107,461,330	72,531,840	+ 207.7%
385-389	Active Sportswear	58.1	55.3	52,035,986	56,976,143	4,940,157	+ 9.5%
850	Admission - Movies	29.8	41.2	26,689,714	42,448,772	15,759,058	+ 59.0%
851	Admission - Plays, Concerts etc.	13.5	26.0	12,090,978	26,788,060	14,697,082	+ 121.6%
852-855	Admission - Spectator Sports	14.2	20.6	12,717,917	21,224,386	8,506,469	+ 66.9%
856	Admission - Misc. (museums, etc.)	16.8	14.3	15,046,550	14,733,433	313,260	- 2.1%
857-859	Recreational Fees, Licenses & dues	76.6	129.7	68,605,104	133,631,200	65,026,100	+ 94.8%
860-876	Home Recreation Equipment	180.2	356.2	161,392,160	366,996,420	205,604,260	+ 127.4%
880-904	Outdoor Recreation Equipment	521.6	656.0	467,159,560	675,883,360	208,723,800	+ 44.7%
905-918	Home Entertainment Equipment	246.1	253.8	220,414,050	261,492,670	41,078,620	+ 18.6%
930-936	Reading	100.5	154.9	90,010,614	159,595,010	69,584,400	+ 77.3%
964	Lottery and Raffle Tickets	67.1	71.2	60,096,638	73,358,072	13,261,434	+ 22.1%
	TOTAL RECREATION SPENDING	2,719.6	3,875.0	2,435,749,150	3,992,656,380	1,556,907,230	+ 63.9%

Notes: (1) "Family" includes all families and unattached individuals.

(2) Average is based on a sample of 868 B.C. "families" for 1978 and 1,360 for 1982.

(3) Estimated total is based on an estimate of 895,628 "families" in B.C. in 1978 and 1,030,310 "families" in B.C. in 1982. (From Census of Canada).

(4) Based on assumption that 25 percent of total transportation expenses are recreational purposes.

Source: Based on data derived from Statistics Canada, 62-551, Volume 3 (1978 figures) and Statistics Canada, Microfiche, Table 03491, Canada 1982 (1982 figures).

2.4 Comments

- This table shows the total value of family recreation spending in British Columbia in 1978 and 1982. The data obtained from the sample survey have multiplied by the total number of families in the province in 1978 and 1982. The Census of Canada gives the population in 1976 and 1981 and shows an average increase of 33,670 per year. The 1978 figure used in this table is the 1976 population plus $(33,670 \times 2)$ and the 1982 figures is the 1981 population plus 33,670.
- The estimated total expenditures on recreation in British Columbia in 1982 was \$3,992,656,380, a 63.9 percent increase from the \$2,435,749,150 spent in 1978.
- Garden Supplies (207.7%), Home Recreation Equipment (127.4%), Admission to Plays, Concerts, etc. (121.6%) and Recreational Fees, Licenses and Dues (94.8%) showed the greatest percentage increase while Admission to Other Events (Museums, etc.) was the only category which showed a drop (-2.1%).

Source: The figures in Table 2.4 are derived from Statistics Canada, Catalogue 62-551, Volume 3 (1978 figures) and Statistics Canada, Microfiche, Table 03A91, Canada 1982 (1982 figures). The final estimated total is the total average spending in each category multiplied by the estimated number of families in British Columbia in 1978 and 1982 respectively.

Table 2.5

An Overview of the Economic Significance of Family Expenditures
On Recreation in British Columbia, 1978 and 1982

ITEM	1978	1982
Average Family Expenditure on Recreation	\$ 2,719.6	\$ 3,875.0
Total Recreation Expenditures by B.C. Families	\$ 2,435,749,150	\$3,992,656,380

SOURCE

Derived from Statistics Canada Study, Family Expenditures in Canada, identifying certain categories as recreational and assuming 25% of total transportation expenses was for recreational purposes.

Derived from Statistics Canada Study, Family Expenditures in Canada, by multiplying average family expenditures by estimated number of families.

2.5 Comments

- This table is derived basically from Tables 2.2, 2.3 and 2.4.
- The average family expenditure on recreation in British Columbia in 1982 was \$3,875.0 and in 1978 was \$2,719.6.
- Total Recreation Expenditures by British Columbia families in 1982 was \$3,992,656,380 and in 1978 was \$2,435,749,150.
- These figures are estimates based on reported spending of a sample of the population.

Table 3.1

Occupations of Employed Residents of British Columbia, 1981

OCCUPATIONAL GROUP	Employed Residents	Employed %
11: Managerial, Administrative & Related Occupations	87,795	6.303
21: Occupations in Natural Sciences, Engineering & Mathematics	43,155	3.098
23: Occupations in Social Sciences & Related Fields	22,110	1.587
25: Occupations in Religion	2,675	0.192
27: Teaching & Related Occupations	52,560	3.773
31: Occupations in Medicine & Health	60,980	4.377
33: Artistic, Literary, Recreational & Related Occupations	17,320	1.243
41: Clerical & Related Occupations	250,325	17.971
51: Sales Occupations	140,520	10.088
61: Service Occupations	184,920	13.275
71: Farming, Horticultural & Animal Husbandry Occupations	35,535	2.551
73: Fishing, Hunting, Trapping & Related Occupations	5,885	0.422
75: Forestry & Logging Occupations	24,395	1.751
77: Mining and Quarrying, Including Oil & Gas Field Occupations	8,130	0.583
81: Processing Occupations	58,655	4.211
82:)		
83: Machining & Related Occupations	27,450	1.970
85: Product Fabricating, Assembling & Repairing Occupation	82,985	5.957
87: Construction Trades Occupations	106,900	7.674
91: Transport Equipment Operation Occupations	57,655	4.139
93: Materials Handling & Related Occup. not elsewhere classified	35,375	2.539
95: Other Crafts & Equipment Operating Occupations	13,650	0.979
99: Occupations not elsewhere classified	19,650	1.410
Occupations not stated	50,590	3.642
ALL OCCUPATIONS	1,389,215	100.0

Notes:

- (1) Occupational group numbers refer to major groups according to Statistics Canada, Classification and Dictionary of Occupations, Catalogue 12-536.

Source:

Derived from data in Statistics Canada, 1981 Census of Canada, Catalogue 92-925.

3.1 Comments

- Table 3.1 shows the occupations of employed residents in British Columbia. Here the occupations are aggregated into major groups.
- This method has only one category that could be considered recreation-related, that being Artistic, Literary, Recreational and Related Occupations. The total employed residents in this category is 17,320 or only 1.2% of the total employed residents of British Columbia (1,389,215).

Source: This information in Table 3.1 was derived from Statistics Canada, 1981, Census of Canada, Catalogue 92-925.

Table 3.2

**Employed Residents of British Columbia in Selected Recreation
Related Occupations, 1981**

OCCUPATIONAL GROUP	STATISTICAL CLASSES INCLUDED (1)	EXAMPLES OF OCCUPATIONS INCLUDED	Number in B.C.
Library, Museum & Archival Sciences	2350; 2351; 2353; 2359	Librarians; Archivists; Curators; Supporting Technicians	2,460
Occupations in Fine and Commercial Art, Photography & Related Fields	3311; 3214; 3315; 3319	Painters; Sculptors; Illustrating Artists; Photographers; Cameramen	4,380
Occupations in Performing and Audio-Visual Arts	3330; 3332; 3333; 3335; 3337; 3339	Musicians; Dancers; Choreographers; Actors; Producers; Directors	4,095
Occupations in Writing	3352; 3359	Writers; Editors	2,840
Occupations in Sport and Recreation	3370; 3371; 3373; 3375; 3379	Coaches, Referees, Instructors Atheletes; Attendants	3,625
Library, File and Correspondence Clerks & Related Occupations	4160; 4161; 4169	Library Clerks; Supervisors; Assistants	6,120
Travel and Hotel Clerks	4193; 4194	Travel Clerks; Ticket Agents; Hotel Clerks	6,540
Food & Beverage Preparations & Related Service Occupations	6120; 6121; 6123; 6125; 6129	Chefs; Cooks; Bartenders; Waiters; Hostesses; Stewards; Supervisors	72,435
Occupations in Lodging and Other Accommodation	6130; 6133; 6135; 6139	Hotel Managers; Porters; Bellmen; Chambermaids; Housekeepers at Camps	13,740
Personal Service Occupations in Leisure Setting	6144; 6145; 6147; 6149	Travel Guides; Escorts; Hostesses; Stewards; Babysitters	15,220
Leisure-Related Transportation Occupations	9111; 9171; 9173; 9191	Airline Pilots; Bus Drivers; Taxi Drivers; Chauffeurs; Subway Train Operators	9,315
Radio, Television, Motion Picture & Related Occupations	9551; 9555; 9557	Broadcast Engineers; Recording Technicians; Movie Projectionists	855
SELECTED OCCUPATIONS			141,625

Note: (1) Statistics Canada Classes refers to 4-digit occupational classes in the Classification and Dictionary of Occupations, Catalogue 12-536.

3.2 Comments

- Table 3.2 lists the employed residents of British Columbia in selected Recreation Related Occupations, rather than major groups as in 3.1.
- This method shows a total of 141,625 persons employed in Recreation related occupations, which is a significantly higher figure than the 17,320 persons attributed to Recreation-related occupations in Table 3.1.
- Food and Beverage preparation leads the way with 72,435 employees, followed by Personal Service Occupations and Occupations in Lodgings and Other Accommodations with 15,220 and 13,740 respectively. All the rest have less than 10,000 employees.

Source: Statistics Canada, 1981 Census of Canada, Catalogue Number 92-925.

Table 3.3

INDUSTRY	EMPLOYED RESIDENTS	
	(No.s)	(%)
Agriculture	31,575	2.3
Forestry	37,035	2.7
Fishing and Trapping	6,460	0.5
Mines, Quarries and Oil Wells	22,590	1.6
Manufacturing Industries	198,065	14.2
Construction Industry	105,235	7.6
Transportation, Communication and Other Utilities	122,725	8.8
Wholesale Trade	66,860	4.8
Retail Trade	169,700	12.2
Finance, Insurance and Real Estate	75,630	5.4
Community, Business and Personal Service Industries	408,415	29.3
Public Administration and Defense	96,010	6.9
Industry Unspecified or Undefined	52,595	3.8
ALL INDUSTRIES	1,392,890	100.0

Source: Statistics Canada, 1981 Census of Canada (Computer Printout)
Catalogue 92-925

Table 3.4

Employed Residents of British Columbia in Selected Recreation-Related Industries, 1981

INDUSTRY	STATISTICS CANADA CLASSES INCLUDED (1)	EXAMPLES OF INDUSTRIAL ACTIVITIES INCLUDED	Number of Employees
Publishing & Printing Industry	288; 289	Publishing and printing of books, magazines, newspapers, maps, guides	6,495
Sporting Goods & Toy Manufacturing Industry	393	Manufacturing of sporting and athletic goods and toys	475
Transportation Services Industry	501; 508; 512	Air transport; interurban bus transport; and taxi companies	16,565
Wholesale Trade in Recreation Related Products	612; 615; 621	Wholesalers of sporting goods, toys, tobacco products, and household electrical appliances	5,120
Retail Trade in Recreation Related Products	663; 665; 667; 669; 691; 692; 694; 696; 697; 699	Retailers of clothing, including sportswear, books, jewelry alcoholic beverages, tobacco products, sporting goods and toys	42,200
Art Centres, Schools and Institutes	803; 807	Schools of Art and the Performing Arts; Libraries and Museums	4,900
Amusement and Recreation Services	841; 842; 843; 844; 845; 849	Movie theatres, bowling alleys billiard parlors; arcades; golf and country clubs; music halls; race tracks; sports clubs; ski resorts; hotels, motels; tourist cabins	20,245
Accommodation and Food Services	881; 883; 884; 886	Guest Houses; residential clubs; campgrounds; trailer parks; vacation camps; restaurants; fast food outlets; taverns.	94,065
ALL SELECTED INDUSTRIES			190,065

Note: (1) Statistics Canada Classes refers to the 3-digit industrial classes in the Standard Industrial Classification, Catalogue 12-501.

Source: Derived from data in Statistics Canada, 1981 Census of Canada, Catalogue 92-925.

3.4 Comments

- Table 3.4 gives the employed residents of British Columbia in selected recreation-related industries. The number here is even larger than those given in Tables 3.1 and 3.2. Here the total is 193,585 compared with 141,625 in Table 3.2 and 17,320 in Table 3.1.
- It should be noted that not all of the employees in these industries are employed in recreation-related occupations.
- Leading the way are employees in the Accommodation and Food Services Industry with 94,065 employees, followed by Retail Trade in Recreation Related Products with 42,200 and Amusement and Recreation Services with 20,245.

Source: The figures for this table were derived from Statistics Canada, 1981 Census of Canada, Catalogue Number 92-925.

Table 3.5

Employment Levels in the Three Recreation Sectors
in British Columbia, Various Years

SECTOR	VARIOUS YEARS	EMPLOYED PERSONS
Commercial Recreation (1)	Full-Time	79,024
	Part-Time	53,293
Voluntary Recreation (2)		102
Public Recreation	Municipal (3)	2,954
	Provincial (4)	561
	Federal (5)	1,964
TOTAL		137,898

- Notes:
- (1) From Table 4.1, 4.2 and 4.3.
 - (2) From Summary of Provincial Grants (B.C.): Summary of January/83, and Summary of June/83.
 - (3) From calculated assumption that 40 per cent of total money spent on recreation-related activities goes to pay wages and salaries and using an average wage of \$32,000 per year for wages and benefits. (See comment next page).
 - (4) Based on assumption that 20 per cent of total money spent on recreation-related activities goes to pay wages and salaries and using an average of \$32,000 per year for wages and benefits. (See comment next page).
 - (5) From Table 7.4.

3.5 Comment

- The figures for employees in the commercial recreation sector are estimates based on percentages that apply to Alberta. This is explained in detail in Section 4.
- The number of employees listed in voluntary recreation is based on the number of employees listed in the Financial Profile of Provincial Recreation and Sports Organizations as being on the paid staff.
- The municipal employees was based on the amount of municipal expenditure on Recreation, Culture, Tourism, etc., found in Table 7.1. It is assumed 40 per cent of this figure was paid out in wages and salaries. Using an average of \$32,000 per employee per year the calculation was as follows:
 $\$236,343,000 \times 40\% = \$94,537,200$ spent on salaries and wages. $\$94,537,200 - \$32,000 = 2,954$ employees.
- The provincial employees was based on the amount of provincial expenditure on Recreation, Culture, Tourism, etc., found in Table 7.2. It is assumed 0 per cent of this figure was paid out in wages and salaries. Using an average of \$32,000 per year per employee the calculation was as follows: $\$89,686,000 \times 20\% = 17,937,200$ spent on salaries and wages.
 $17,937,200 - \$32,000 = 561$ employees.
- The federal employees were taken from Table 7.4 and are calculated by taking 11% (population of B.C.) of total federal employees in each recreation etc. related branch.

Source: Statistics Canada, 1980, Catalogue 68-204

Statistics Canada, 1981, Catalogue 68-207

Burton, Economic Significance of Recreation in Alberta, p. 98.

Table 3.6

An Overview of Employment in Recreation in British Columbia

ITEM	VALUE OR ESTIMATED VALUE
Employed Persons in Recreation Related Occupation (Table 3.2) (1981)	141,625 persons
Employed Persons in Recreation Related Industries (Table 3.4) (1981)	190,065 persons
Employed Persons in Commercial Recreation in in British Columbia (Table 4.4) (Various Years-1979-81)	79,024 full-time 53,293 part-time
Man-Years of Paid Employment Generated by Provincial Recreation and Sports Organizations (Table 5.10)	102
Volunteer Hours in Recreation in British Columbia (Table 5.6) (1980)	19,449,456
Employment in Municipal Recreation Related Departments (Table 3.5)	2,954 man-years
Employment in Provincial Recreation Related Departments (Table 3.5)	561 man-years
Employment in Federal Recreation Related Departments (Table 7.4)	1,964 man-years

Notes: - Table 3.6 is a summation of Tables 3.1 to 3.5. It gives a total picture of the employment in British Columbia that is recreation-related.

- By far the most significant statistics in this table is the 19,449,456 hours that volunteers put into recreation-related activities.

Table 4.1

A Profile of the Manufacturing Component of the Leisure Industry
in British Columbia, 1979

INDUSTRY	NUMBER OF ESTABLISHMENTS	NUMBER OF EMPLOYEES	SALARIES & WAGES	OTHER COSTS	VALUE OF PRODUCTS
Publishing/Printing Industry (288,289)	164	5,087	\$ 93,053,000	\$ 53,724,000	\$165,662,000
Sporting Goods/Toy Mfg. Industry (393)	19	146	\$ 1,726,000	\$ 2,493,000	\$ 4,958,000
Non-Commercial Trailer Mfg. (3545)	29	1,336	\$ 20,362,000	\$ 75,625,000	\$110,591,000
Boatbuilding and Repair (328)	99	912	\$ 14,707,000	\$ 24,429,000	\$ 47,023,000
TOTAL	311	7,481	\$109,848,000	\$156,271,000	\$337,234,000

Source: Statistics Canada

Table 4.2

A Profile of the Retail Trade Component of the B.C. Recreation Products Industry, 1981

TYPE OF BUSINESS	STATISTICS CANADA CLASSES INCLUDED (1)	NUMBER OF EMPLOYEES		SALARIES AND WAGES	VALUE OF RECEIPTS
		Full-time	Part-time(3)		
Television, Radio and Hi-Fi Stores	676 (part)	1,011	334 (111)	\$ 17,929,560	\$ 154,194,210
Book and Stationery Stores	691	960	995 (332)	15,607,360	115,494,460
Florists Shops	692	910	900 (300)	20,219,100	43,007,860
Jewellery Stores	694	1,515	1,225 (408)	26,268,180	202,264,980
Sporting Goods Stores	699 (part)	1,494	1,266 (422)	25,578,600	227,649,540
Boats, Outboard Motors & Accessories	699 (part)	145	42 (14)	2,757,060	30,327,660
Bicycle Shops	699 (part)	104	83 (28)	1,789,920	13,066,416
Camera & Photographic Supply Stores	699 (part)	394	208 (69)	6,301,430	51,041,583
Piano & Organ Stores	699 (part)	83	21 (9)	2,139,300	16,686,540
Music Stores	699 (part)	434	228 (76)	7,328,700	58,629,600
Toy and Hobby Stores	699 (part)	249	477 (159)	4,390,080	38,632,704
Record Bars	699 (part)	166	145 (48)	2,553,020	33,699,864
Mobile Home and Trailer Dealers	699 (part)	1,307	187 (65)	25,080,080	331,057,050
Art Galleries & Artist's Supply Stores	699 (part)	311	125 (42)	5,757,430	368,475,520
Lawn & Garden Supply Stores	699 (part)	353	291 (97)	7,407,000	35,553,600
Coin & Stamp Dealers	699 (part)	4	1 (0)	38,680	2,781,092
TOTAL		9,012	6,545	\$171,145,500	\$1,772,561,100

Note: (1) Statistics Canada Classes refers to the 3-digit industrial classes in the Standard Industrial Classification. Catalogue 12-501.

(2) See next page after Table 4.4 for explanation of how 4.2 and 4.3 were derived.

(3) Number in brackets is equivalent full-time employees using 3-1 ratio.

Source: Derived from data in Statistics Canada, 1981, Catalogue 92-925.

Table 4.3

A Profile of the British Columbia Recreation Services Industry

TYPE OF BUSINESS	STATISTICS CANADA CLASSES INCLUDED (1)	NUMBER OF EMPLOYEES		SALARIES AND WAGES	VALUE OF RECEIPTS
		Full-time	Part-time(3)		
Motion picture Theatres	841	338	1,072 (357)	\$ (8,562,400)	\$ 57,025,584
Bowling Alleys & Billiard Parlors	843	266	429 (143)	(4,241,330)	19,764,597
Coin Operated Museum Facilities	849 (part)	106	26 (9)	(1,795,150)	6,983,134
Ski Facility Operators	849 (part)	132	785 (262)	(5,322,940)	20,280,401
Misc. Amusement & Recreation Services	849 (part)	44	62 (21)	(481,000)	1,784,510
Full Year Hotels	881 (part)	19,248	8,328 (2776)	(241,603,280)	893,932,130
Seasonal Hotels	881 (part)	495	961 (320)	(9,462,150)	26,967,127
Motels	881 (part)	2,708	1,805 (602)	(32,371,800)	148,586,560
Tourist Cabins and Courts	881 (part)	1,805	233 (78)	(32,933,840)	175,866,700
Guest Houses & Tourist Homes	881 (part)	N/A (2)	N/A (1)	N/A (3)	N/A (2)
Camping Grounds & Trailer Parks	884	433	987 (329)	(6,393,180)	32,093,763
Restaurants & Lounges Licensed	886 (part)	21,732	17,868(5956)	(306,229,280)	1,080,989,300
Restaurants Non-Licensed	886 (part)	9,694	9,441 (3147)	(149,095,310)	508,545,970
Drive-In Restaurants & Take-out Roods	886 (part)	2,028	3,041 (1014)	(32,914,440)	157,331,020
Social Caterers	886 (part)	128	444 (148)	(2,323,920)	8,621,669
TOTALS		59,157	45,482	\$824,730,020	\$3,138,772,100

Note: (1) Statistics Canada Classes refers to the 3-digit industrial classes in the Standard Industrial Classification. Catalogue 12-501.

(2) N/A = Information not available.

(3) See next page for notes on how this table was derived (after 4.4).

(4) Number in brackets is equivalent full-time employees using 3-1 ratio.

Source: Derived from data in Statistics Canada, 1981, Catalogue 92-925.

Table 4.4

An Incomplete Summary of Commercial Recreation in British Columbia

SECTOR	YEAR	NUMBER OF EMPLOYEES		SALARIES AND WAGES	VALUE OF PRODUCTS OR RECEIPTS
		Full-Time	Part-Time		
Recreation Products Industry Manufacturing	1979	7,381		\$ 109,848,000	\$ 337,234,000
Recreation Products Industrial-Retail Trade	1981	9,012	6,545	171,145,500	1,772,561,100
Recreation Services Industry	1981	59,157	45,482	824,730,000	3,138,772,100
TOTAL		75,550	52,027	\$ 1,105,723,520	\$5,248,567,200

Source: Compiled from Tables 4.1, 4.2 and 4.3

Comment on 4.1, 4.2, 4.3 and 4.4

- Table 4.1 is a profile of the manufacturing component of the Leisure Industry in British Columbia, showing a total number of employees of 9,355 with salaries and wages of \$150,475,000 and a value of final products of \$521,621,000.
- Table 4.2 is a profile of the Retail Trade Component of the British Columbia Recreation Products Industry, which shows total employees of 10,512 full-time and 7,811 part-time with salaries and wages of \$202,210,500 and value of receipts of \$2,564,718,600.
- Table 4.2 and 4.3 are rough estimates based on Alberta percentages to find the number of employees in B.C. For example, in the same table in Burton's Alberta Study, Television, Radio and Hi-Fi Stores is considered part of Statistics Canada Class 676. Class 676 has a total number of employees of 7,280 in Alberta and the table shows that of this total there are 836 full-time and 274 part-time employees in the Television, Radio and Hi-Fi Stores. 836 is 11.48% of 7,280 and 274 is 3.76% of 7,280. These same percentages have been applied to Class 676 for British Columbia. This same procedure was followed right down the list.
- For Salaries and Wages the same procedure has been followed. For example, using the same class as above (Television, Radio and Hi-Fi Stores) and assuming that 3 part-time jobs are equal to 1 full-time job a wage has been computed as follows: $836 \text{ full-time} + \frac{1}{3} (274 \text{ part-time}) = 927 \text{ full-time employees}$. Total wage bill for this class in Alberta is \$14,818,000. When divided by 927 this gives an average salary of \$15,985 per employee. This figure has been used to calculate total wages and salaries for employees of Television, Radio and Hi-Fi stores in British Columbia. This same procedure was followed for all types of businesses.
- For Value of Receipts the ratio of Value of Receipts to Salaries and Wages in Alberta was used on the British Columbia figures. For example, using the same class as above the ratio of Value of Receipts to Wages is $127,671 - 14,818 = 8.616$. This number, 8.6, has been used to multiply each wage bill in each category to come up with a figure for Value of Receipts in each category.
- Obviously these figures are not going to be exact, but it is hoped they are close enough to serve as a reasonable estimate.
- Table 4.4 is derived from Tables 4.1, 4.2 and 4.3.

Source: Statistics Canada, 1981, Catalogue 92-925.

Table 5.1

-27-

Selected Characteristics of Volunteers in British Columbia

	NUMBERS IN POPULATION	
	(#)	(%)
<u>Volunteer Characteristics</u>		
Total Working Age Population (1)	2,015,600	100.0
Were Volunteers during 1979-80	344,668	17.1
Were not Volunteers during 1979-80	1,670,932	82.9
<u>Sex (2)</u>		
Male	157,858	45.8
Female	186,810	54.2
Total Volunteers	344,668	100.0
<u>Age</u>		
15-19 years	27,573	8.0
20-24 years	26,539	7.7
25-44 years	167,509	48.6
45 years and over	123,046	35.7
Total Volunteers	344,668	100.0
<u>Education</u>		
0-8 years schooling	38,258	11.1
High School	169,577	49.2
Some post-secondary education	35,156	10.2
Post-secondary certificate or diploma	52,045	15.1
University degree	49,632	14.4
Total Volunteers	344,668	100.0
<u>Marital Status</u>		
Single	61,006	17.7
Married	256,778	74.5
Others	26,884	7.8
Total Volunteers	344,668	100.0
<u>Employment Status</u>		
Employed	210,937	61.2
Unemployed	11,029	3.2
Not in Labour Force	123,046	35.7
Total Volunteers	344,668	100.0

- Note: (1) Total population 15 years and older in 1979 is from the 1981 Canada Census.
- (2) Based on percentage of Volunteers by sex for Canada - assuming the same percentages apply to B.C. This was the assumption made in the other categories as well.
- (3) The year covered by the survey was February, 1979, to February, 1980. The sample upon which the global figures are based was 43,000 persons.

Source: Derived from data in Statistics Canada, An Overview of Volunteer Workers in Canada, 1981.

5.1 Comment

- Table 5.1 shows the selected characteristics of volunteers in British Columbia.
- A total of 344,668 out of a population of 2,015,600 were volunteers during 1981. This represents 17.1% of the population. Of these, 157,858 were males and 186,810 were females.
- The highest percentage of volunteers were 25-44 years old, had a high school education and were married. This really isn't surprising since the highest percentage of people are probably 25-44, have a high school education and are married, when categories such as the ones in Table 5.1 are used.

Source: The figures in Table 5.1 were derived from Statistics Canada, An Overview of Volunteer Workers in Canada, 1981.

Table 5.2

-29-

Selected Characteristics of Volunteers in British Columbia

VOLUNTEER CHARACTERISTICS (1)	HOURS OF VOLUNTEER ACTIVITY			
	TOTAL		AVERAGE	
	(HOURS)	(%)	(HOURS)	(%)
<u>Sex</u>				
Male	29,448,000	43.0	197.8	98.1
Female	39,036,000	57.0	204.5	101.4
All Volunteers	68,484,000	100.0	201.6	100.0
<u>Age</u>				
15 to 19 years	3,464,000	5.0	109.4	54.3
20 to 24 years	3,270,000	4.1	124.9	62.0
25 to 44 years	38,133,000	55.7	249.8	124.0
45 years and over	23,617,000	34.5	182.7	90.6
All Volunteers	68,484,000	100.0	201.6	100.0
<u>Education</u>				
0 to 8 years schooling	6,441,000	9.4	273.2	135.5
High School	29,015,000	42.4	168.5	83.6
Some Post-Secondary Education	8,976,000	13.1	199.1	98.8
Post-secondary Certificate or Diploma	6,888,000	10.1	141.7	70.3
University Degree	17,164,000	25.1	341.2	169.2
All Volunteers	68,484,000	100.0	201.6	100.0
<u>Marital Status</u>				
Single	8,354,000	12.2	138.7	68.8
Married	52,855,000	77.2	219.3	108.8
Others	7,275,000	10.6	189.3	93.9
All Volunteers	68,484,000	100.0	201.6	100.0
<u>Employment Status</u>				
Employed	35,130,000	51.3	171.4	85.0
Unemployed	964	1.4	—	—
Not in Labour Force	32,390,000	47.3	258.4	128.2
All Volunteers	68,484,000	100.0	201.6	100.0

Note: (1) Based on percentage of volunteers by sex for Canada - assuming the same percentages apply to B.C. This was the assumption made for the other categories as well.

Source Derived from data in Statistics Canada, An Overview of Volunteer Workers in Canada, 1981.

Table 5.3

Alternative Estimates of the Value of Volunteer Hours in Recreation
in British Columbia, 1982

At the minimum wage per hour (1982) (1) 19,449,456 hours (2) at \$3.60 per hour ---	\$ 70,018,014
At an arbitrary wage per hour (\$6) (3) 19,449,456 hours at \$6.00 per hour —	\$ 116,696,736
At an equivalent market value (\$12.30) (4) 19,449,456 hours at \$12.30 per hour —	\$ 239,228,300

Notes:

- (1) Minimum Wage in British Columbia in 1982.
- (2) 19,449,456 is the estimated hours of volunteer activity for 1979. It is assumed this figure is the same for 1982.

Statistics Canada Survey (1980) attributes 28.4 per cent of volunteer activity to Leisure. It is assumed this figure holds for British Columbia. Total volunteer hours are 64,484,000 and 28.4 per cent of this total is 19,449,456.
- (3) \$6 per hour is a totally arbitrary wage based on Burton's Alberta Study.
- (4) \$12.30 per hour is an estimate of what a recreation worker is paid in Alberta. This same figure has been used for British Columbia.

Source:

Statistics Canada, An Overview of Volunteer Workers in Canada, 1981 and Burton, The Economic Significance of Recreation in Alberta.

5.3 Comment

- Statistics Canada Survey (1980) attributes 28.4 per cent of volunteer activity to leisure. It is assumed this figure holds true for British Columbia, therefore, 28.4 per cent of the total volunteer hours (64,484,000) is equal to 19,449,456 hours dedicated to leisure activity.
- Using the minimum wage in British Columbia of \$3.60 per hour these volunteer hours would equal \$70,018,014.
- Using the value of \$6.00 per hour, which Burton uses in his Alberta Study, the total figure is \$116,696,736.
- Using the value of \$12.30 per hour, which Burton claims is the wage of a recreation worker in Alberta, the total wage bill would be \$239,228,300. It is assumed a Recreation Worker in British Columbia is paid roughly the same.
- Even if the medium wage of \$6.00 per hour is used it is quite a significant value placed on volunteer workers time.

Source: Statistics Canada, An Overview of Volunteer Workers in Canada, 1981, and Burton, The Economic Significance of Recreation in Alberta.

LOTTERIES BRANCH ANNUAL REPORT

The Lotteries Branch administers the licencing, control and inspection of all gaming activities under the Lottery Act and Regulations, including bingos, raffles, social clubs, casino events and agricultural exhibitions.

LICENSES ISSUED BY THE LOTTERIES BRANCH

Bingos	1381
Ticket Raffles	1802
Casinos	656
Social Clubs	39
Concessionaires	7
Agricultural Fairs	27

Estimated Gross Revenue by Organizations	\$94,000,000
Estimated Charitable Donations by Organizations	\$25,000,000
Fees Collected	\$ 559,023
Estimated Gross Revenue of Recreation-related Organizations (See comment on next page)	\$43,804,000
Estimated Net Profit of Recreation-related Organizations (See comment on next page)	\$ 7,797,112

Source: B.C. Lotteries Branch

5.4 Comment

- Table 5.4 is a rough estimate of the recreation-related expenditures of voluntary associations as a result of their gaming activities.

- It is a rough estimate because the figures are not broken down to give the exact number of licenses or revenue of recreation-related organizations. Therefore a figure of 46.6 per cent has been used to estimate the gross revenues of recreation-related organizations. This figure of 46.6 per cent was taken from Burton's study as the percentage of the organizations that fell into this bracket. (ie. Athletic Associations, Community Associations and Community Leagues, and Cultural Associations accounted for 46.6 per cent of the gross revenue total). This figure has been used to come up with an estimate of the British Columbia figure (ie. Total gross revenues of Organizations in B.C. = \$94,000,000. 46.6% of 94,000,000 = \$43,804,000 attributed to recreation-related organizations).

- For net profits a similar method has been used. In the Alberta Study the total gross revenues of the 3 above mentioned organizations was \$73,767,000. Their total net profits were \$13,151,000 or 17.8% of Gross Revenues. This 17.8% figure has been used to calculate net profits of these organizations in B.C. (ie. 17.8% of \$43,804,000 equals \$7,797,112 net profits).

Source: This information was derived from the B.C. Lotteries Branch and the Burton Study, The Economic Significance of Recreation in Alberta.

Table 5.5

Financial Profile of Provincial Recreation and Organizations
in British Columbia, (1982)

TYPE OF ASSOCIATION	NUMBER	PROVINCIAL GRANTS	OTHER GRANTS - % of of Total Expenses (1)	TOTAL EXPENSES
Competitive Sports Associations	82	\$ 2,238,031	\$ 1,053,022 (13.2%)	\$ 7,977,441
Outdoor Sport and Recreation Associations	15	303,209	\$ 632,633 (48.0%)	\$ 1,317,986
Special Recreation Associations for Disadvantaged	7	109,549	\$ 70,701 (11.4%)	\$ 620,182
TOTALS	104	\$ 2,650,789	\$ 1,953,375 (19.7%)	\$ 9,915,609

Notes: (1) The figure for "Other Grants" is an estimate based on the percentage of other grants to total expenses found in Burton's Alberta Study. (See review on following page)

Source: Summary of Provincial Grants (BC): Summary of January/83 and Summary of June/83.

5.5 Comment

- These figures were taken directly from the Summary of Provincial Grants for the Province of British Columbia, all except the column "Other Grants". To complete this column the Alberta Study by Burton was referred to. The ratio of "Other Government Grants" to "Total Expenses" was calculated from the Alberta Study and this same percentage used to come up with a figure for "Other Government Grants" in British Columbia. For example, Competitive Sports Organizations in Alberta had total expenses of \$4,009,000 and Other Government Grants of \$530,000 or 13.2% of expenses. This same category in B.C. had expenses of \$7,977,441. Taking 13.2% of this gives a total for other government grants of \$1,053,022. This same procedure was used for the other organizations as well.

Source: Summary of Provincial Grants (BC): Summary of January/83 and Summary of June/83.

Burton, The Economic Significance of Recreation in Alberta.

Table 5.6

An Overview of the Economic Significance of Voluntary Recreation
in British Columbia

ITEM	NOTES	VALUE OF ESTIMATED VALUE
Gaming Activities of Voluntary Recreation Associations	(1)	Gross Revenues: \$ 43,804,000 Net Profits: \$ 7,797,112
Provincial Government Grants Received by Non-Profit Organizations, 1982	(2)	\$ 2,650,789
Financial Profile of Provincial Recreation and Sport Organizations	(3)	Total Expenses: \$ 9,915,609 Provincial Grants: \$ 2,650,789 Other Grants: \$ 1,953,375
Estimated Number of Volunteer Hours in Recreation	(4)	19,449,456
Estimated Value of Volunteer Hours at Market Value Wage	(5)	\$239,228,300
Estimated Value of Volunteer Hours at Arbitrary Wage	(6)	\$116,696,736
Estimated Value of Volunteer Hours at Minimum Wage	(7)	\$ 70,018,014
Number of Paid Man-Years of Employment Generated by Provincial Recreation and Sport Organizations	(8)	102

- Notes:
- (1) From Table 5.7.
 - (2) From Table 5.9. This just includes grants to voluntary recreation associations.
 - (3) From Table 5.9.
 - (4) From Table 5.6.
 - (5) From Table 5.6. (\$12.30 per hour)
 - (6) From Table 5.6. (\$ 6.00 per hour)
 - (7) From Table 5.6. (\$ 3.60 per hour)
 - (8) From Summary of Provincial Grants (BC): Summary of January/83 and Summary of June/83.

5.6 Comment

- Table 5.6 gives an overview of the economic significance of voluntary recreation associations in British Columbia.

- The Gaming Activities of Voluntary associations is a very rough estimate based on percentages found in Burton's Alberta Study, as our "Other Grant" totals in the Financial Profile of Provincial Recreation and Sports Organizations category.

- The minimum wage used for volunteer hours is the minimum wage in British Columbia, however the wage of \$6 per hour and \$12.30 per hour were taken directly from Burton's Alberta Study.

- The number of paid man-years of employment generated by Provincial Recreation and Sport Organizations is the paid staff of these organizations applying for provincial grants.

Source: Summary of Provincial Grants (BC): Summary of January/83 and Summary of June/83.

Burton, The Economic Significance of Recreation in Alberta.

Table 6.1

Recreation Associated Expenditures by Municipal Governments
in British Columbia, 1980

DEPARTMENTS	EXPENDITURES
Recreation	\$ 190,876,000
Culture	43,152,000
Tourism	N/A (1)
Other	2,315,000
Total Municipal Government Expenditures	\$ 236,343,000

Note: (1) Figures not available.

Source: Data derived from Statistics Canada, 1980,
Catalogue 68-204.

6.1 Comments

- Table 6.1 really needs no explanation. Municipal governments in British Columbia spent \$190,876,000 on Recreation, \$43,152,000 on Culture and \$2,315,000 on other recreation related activity for a total of \$236,343,000 in 1980.

Source: These figures were derived from Statistics Canada, 1980, Catalogue 68-204.

Table 6.2

Recreation Associated Expenditures by the
Provincial Government in British Columbia

DEPARTMENTS	EXPENDITURES
Recreation	\$ 34,411,000
Culture	3,067,000
Tourism	11,100,000
Other	41,108,000
Total Provincial Government Expenditures	\$ 89,686,000

Source: Data derived from Statistics Canada, 1981
Catalogue 68-207.

6.2 Comments

- These figures also need very little explanation. The government of British Columbia spent \$34,411,000 on Recreation, \$3,067,000 on Culture, \$11,100,000 on Tourism and \$41,108,000 on other recreation-related activities for a total of \$89,686,000 in 1981.

- It is interesting to compare this figure of \$89,686,000 to the municipal figure in Table 6.1 of \$236,343,000.

Source: The figures in this table were derived from Statistics Canada, 1981, Catalogue 68-207.

Table 6.3

-42-

Provincial Government Expenditures by Recreation Related Departments
in British Columbia

CULTURE, HERITAGE AND RECREATION PROGRAMS

<u>Expenditure by Activity</u>	<u>Actual Expenditures</u>
Provincial Museum	\$ 4,051,930
Provincial Archives	1,304,953
Heritage Conservation	1,854,990
Recreation and Sport	2,050,151
Cultural Services	1,107,182
Library Services	7,448,663
TOTAL:	\$ 17,817,869
<u>Tourism</u>	
Ministers Office	\$ 182,775
Operations Services	4,677,888
Marketing Services	7,748,959
Other	24,149
TOTAL:	\$ 12,633,771
<u>Lands, Parks and Housing</u>	
Parks and Outdoor Recreation	\$ 24,965,423
TOTAL:	\$ 55,417,063

Source: Government of British Columbia, Public Accounts, 1982-83, Volume 1.

6.3 Comments

- Table 6.3 gives a more detailed breakdown of some of the expenditures of the Provincial Government.
- Under the heading of Culture, Heritage and Recreation Programs the two largest expenditures by far are for Library Services and the Provincial Museum accounting for \$7,448,663 and \$4,051,930 respectively.
- Under the heading of Tourism, as one might expect, the largest expenditure was for Marketing Services with a total of \$7,748,959, followed by Operations Services at \$4,677,888.
- Lands, Parks and Housing spent a total of \$214,965,423 on Parks and Outdoor Recreation.

Source: The figures were drawn from the Government of British Columbia Public Accounts, 1982-83, Volume 1.

Table 6.4

-44-

Federal Government Expenditures and Employment
for Culture, Recreation and Tourism in Canada, 1980-81 (1)

AGENCY/DEPARTMENT	Expenditures		Man-Years of Employment
	(\$000)	(%)	
Canada Council	44,012	3.9	215
Canadian Broadcasting Corporation	577,462	51.9	12,232
Canadian Film Development Corporation	4,093	0.4	22
National Arts Centre	10,913	1.0	384
National Film Board	40,314	3.6	1,123
National Library	21,160	1.9	500
National Museums Corporation	60,161	5.3	1,006
Public Archives	12,096	1.1	322
Social Sciences and Humanities Research Council	41,705	3.7	(2) N/A
Canadian Radio-Television and Telecommunications Commission	6,217	0.5	431
Office of Tourism	31,010	2.7	302
Parks Canada	220,455	19.5	5,175
Secretary of State	33,121	2.9	35
Fitness and Amateur Sport	28,804	2.5	110
TOTALS:	\$ 1,131,523	100.0	21,857

Notes: (1) Data refer only to departments and agencies with primary involvement.

(2) N/A - Information not available.

Sources: Derived from data in Kyllö, L. and Swimmer, G. Federal Involvement in Leisure Services 1981; and Usher, C.L., Financing of the Arts in Alberta, 1981.

Note: Reproduced as is from Burton's Economic Significance of Recreation in Alberta.

6.4 Comments

- Table 6.4 gives to federal government expenditures and employment for Culture, Recreation and Tourism in Canada for 1980-81. These figures are not broken down for each province so estimates had to be made.
- The Canadian Broadcasting Corporation accounts for 51.9 per cent of the total expenditures for a total of \$577,462,000 and 12,232 man-years of employment.
- The next biggest spender is Parks Canada, at only 19.5 per cent or \$220,455,000 and 5,175 man-years of employment.
- All the other categories are under the 100,000,000 figure.

Source: The table was reproduced from Burton's study, The Economic Significance of Recreation in Alberta. Burton received his data from Kylo, L. and Swimmer, G. Federal Involvement in Leisure Services, 1981. and Usher, C.L., Financing of the Arts in Alberta, 1981.

Table 6.5

Estimated Federal Government Expenditures and Employment for Culture,
Recreation and Tourism in British Columbia, 1980-81 (1)

AGENCY/DEPARTMENT	Expenditures (2)		Man-Years (3) of Employment
	(\$)	(%)	
Canadian Broadcasting Corporation	63,520,820	61.9	1,346
Social Sciences and Humanities Research Council	4,587,550	4.5	0
Parks Canada	24,250,050	23.6	569
Office of Tourism	3,411,100	3.3	33
Secretary of State	3,643,310	3.6	4
Fitness and Amateur Sport	3,168,440	3.1	12
TOTALS:	\$102,581,270	100.0	1,964

- Notes: (1) Data refer only to departments and agencies with primary involvement.
 (2) All expenditures are estimated to be 11 per cent of total expenditures.
 (3) All employment is estimated to be 11 per cent of total employment.

Sources: Burton, p. 98.

6.5 Comments

- The figures in Table 6.5 are estimates for British Columbia of Federal government expenditures in the Province in 1980-81. They are based on Table 6.4 and the fact that British Columbia has 11 per cent of the population of Canada. This 11 percent figure was used to calculate the expenditure and the employment levels in the major categories for British Columbia. It might not be a fact that 11 per cent of expenditures and 11 per cent of employment take place in British Columbia but it is assumed that this is so for the purpose of this table as this seems to be reasonable.

Source: These figures were derived from Table 6.4, which were obtained from Burton's study, The Economic Significance of Recreation in Alberta.

Table 6.6

-48-

An Overview of Economic Significance of Government
Recreation Services in British Columbia

ITEM	VALUE OR ESTIMATED VALUE	BASIS AND SOURCE
Municipal Expenditures on Recreation and Parks (1980)	\$236,343,000	Derived from Statistics Canada, 1980, Catalogue 68-204
Estimated Municipal Employment in Recreation and Parks Departments	2,954 man-years	Derived from Table 3.5
Provincial Expenditures on Culture Recreation and Tourism (1981)	\$ 89,686,000	
Estimated Provincial Government Employment in Culture, Recreation and Tourism	561 man-years	Derived from Table 3.5
Estimated Federal Expenditures on Culture, Recreation and Tourism (1980-81)	\$102,581,270	Based on assumed proportions (11%) of total expenditures accruing to B.C. (Table 7.4)
Estimated Federal Government Employment in Culture, Recreation and Tourism (1980-81)	1,964 man-years	Based on assumed proportions (11%) of total employments accruing to B.C. (Table 7.4)

6.6 Comments

- Table 6.6 gives an overview of the economic significance of government recreation services in British Columbia. Municipal expenditures were \$236,343,000 with employment of 2,954 man-years (estimated). Provincial government expenditures were \$89,686,000 with employment of 561 man-years (estimated). Federal government expenditures were \$102,581,270 (estimated), with employment of 1,964 man-years (estimated).

Source: These figures are just a summary of Tables 6.1 and 6.5.

Table 7.1

The Estimated Economic Significance of Recreation in
British Columbia in 1982, as Measured by Expenditures

	CATEGORY OF EXPENDITURES	ESTIMATED VALUE
(1)	Direct Recreation Expenditures by Families & Individuals	\$ 3,992,656,380
(2)	Commercial Sector Retail Sales of Recreation Goods and Services not included in Item (1) (1981)	627,955,410
(3)	Voluntary Recreation Association Expenditures (1982) not included in Items (1-2) and (5-7)	13,108,557
(4)	Municipal Government Expenditures on Recreation and Parks etc. (1980)	236,343,000
(5)	Provincial Government Expenditures on Recreation, Culture Tourism, etc. (1981)	89,686,000
(6)	Federal Government Expenditures on Recreation, Culture, Tourism, etc. (1980-81)	102,581,270
	TOTAL DIRECT EXPENDITURES	5,062,330,617
(7)	MULTIPLIER EFFECT (at value of 1.67)	3,391,761,500
	TOTAL ECONOMIC SIGNIFICANCE	\$ 8,454,092,117

Notes:

- (1) Based on figures derived from Statistics Canada, Microfiche, Table 03A91, Canada 1982.
- (2) Assumes that one-half of the difference between total value of recreation products and receipts of commercial sector (\$5,248,567,200) and direct family recreation expenditures (\$3,992,656,380), which is $\$1,255,910,820 - 2 = \$627,955,410$ has not been accounted for in Item (1). (This formula drawn entirely from Burton).
- (3) Consists of Voluntary Recreation Association receipts from Gaming Activities (Net profits of \$7,797,112) plus portion of Total Expenses from Profile of Voluntary Association's which did not consist of grants (\$5,311,445).
- (4) See Section 7, Table 7.2
- (5) See Section 7, Table 7.3
- (6) See Section 7, Table 7.4
- (7) Multiplier is the same one Burton used in his Alberta study.

7.1 Comments

- Table 7.1 is basically a summary of the first 6 chapters of this study.
- Direct family expenditures account for the major portion of all recreation-related expenditures with a total of \$3,992,656,380. No other single category accounts for more than 1 billion dollars in expenditures.
- Commercial sector retail sales of recreation foods is on top at \$627,955,410, followed by Municipal Government Expenditures on Recreation and Parks etc. at \$236,343,000.
- The multiplier effect creates an addition of \$3,391,761,500 for a total economic significance of \$8,454,092,117.
- The multiplier used is 1.67 which is taken directly from Burton's study on recreation spending in Alberta.

Source: Burton, The Economic Significance of Recreation in Alberta.

- Tables 2.5, 4.4, 5.5, 6.1, 6.2 and 6.5.

The Estimated Economic Significance of Recreation in
British Columbia in 1982, As Measured by Employment

	EMPLOYMENT SECTOR	ESTIMATED NUMBER OF MAN-YEARS	(%)
(1)	Commercial Sector; Product Manufacturing, Retail Sales and Retail Services	53,944	90.6
(2)	Voluntary Recreation Associations - Employment not included in Item (1)	102	.2
(3)	Municipal Government Employment in Recreation and Parks Departments	2,954	4.9
(4)	Provincial Government Employment in Culture, Recreation and Tourism	561	.9
(5)	Federal Government Employment in Culture, Recreation and Tourism	1,964	3.3
	TOTAL DIRECT RECREATION EMPLOYMENT	59,525	100.0
(6)	MULTIPLIER EFFECT (at value of 1.55)	32,739	
	TOTAL ECONOMIC SIGNIFICANCE	92,264	

Notes:

- (1) Assumes two-thirds of employment in hotels, motels, restaurants, lounges, take-out and drive-in restaurants, alcoholic beverage production and publishing and printing is attributed to recreation. Assumes three part-time positions equal one-full time position. 1979 and 1981 figures are assumed for 1982. From Tables 4.3 and 4.4.
- (2) Refers only to paid positions generated by Provincial Recreation and Sport Organizations.
- (3) See Table 6.6.
- (4) See Table 6.6.
- (5) See Table 6.6.
- (6) Multiplier is taken from Burton's study, The Economic Significance of Recreation in Alberta.

7.2 Comments

- Table 7.2, as was the case with 7.1, is basically a summary of the first 6 chapters.

- Commercial Sector; Product Manufacturing, Retail Sales and Retail Services account for an overwhelming percentage of employment in recreation-related industries; the figures being 53,944 or 90.6% of the total. The next largest percentage is 4.9% or 2,954 persons employed by Municipal Governments in Recreation and Parks Departments, followed by Federal Government Employment in Culture, Recreation and Tourism at 1,964 or 3.3%. Next is Provincial Government Employment in Culture, Recreation and Tourism at 561 employees or .9% and last is Provincial Recreation and Sport Organizations with 102 paid staff or .2% of the total of 59,525.

- The multiplier of 1.55 was taken directly from Burton's Alberta Study. It is assumed to be close to the same for B.C. What a multiplier of 1.55 means is that for every 1 job created in Recreation etc. in the Province, that job has the effect of creating 1.55 jobs. In the Recreation industry this adds a total of 32,739 jobs to the direct amounts of jobs created of 61,025 giving a total of 92,264.

Source: Burton, The Economic Significance of Recreation in Alberta.

- Tables 4.3, 4.4, 5.6 and 6.6.

Tables 7.1 and 7.2 are based on many assumptions that were made throughout this study. To read these two tables without reading the qualifications assigned to the different tables throughout, could be very misleading, as many of the figures derived were done so in a very unscientific manner.

Despite this, it is still quite obvious the Recreation industry plays an enormous role in the economy of British Columbia, accounting for expenditures of roughly \$8,454,092,117 and employment of approximately 92,264 man-years.

The Recreation and Sport Branch gratefully acknowledges the contribution of Ken Roesch.

Queen's Printer for British Columbia ©
Victoria, 1985

